

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62.07 1945

**FARNAM'S CHRYSANTHEMUM FARM**

The Home of Gorgeous  
Chrysanthemums

NEW BLAINE, ARKANSAS

*Library*  
*U. S. Dept. of Agriculture*  
*Washington 25*  
*D.C.*



IF EXTRA, PLEASE HAND TO SOME FLOWER LOVER

LIBRARY  
RECORDED  
★ JAN 3 - 1945 ★  
U. S. Department of Agriculture

*Miss Newman*  
*Bibliography*



# Cushions or Azaleamums

## WORLD'S GREATEST FLOWERING PLANT

These popular Mums form a low, compact mound, comorable to an inverted bushel basket. One fully developed plant will produce hundreds of blooms the first season, so many open at one time the leaves are entirely covered. In July the plants will start to bloom, and bloom till a hard killing freeze. Also to be considered is the almost complete color range of the cushion types which have such fine landscape value. Along the edge of shrubbery, borders or besides the curve of a drive they may still be seen offering a delightful late season brightness.

PRINCE CUSHION—Bright apricot and orange. Sept.

MAJOR CUSHION—Salmon pink; will not fade. Sept.

SANTA CLAUS—Bright red and gold; outstanding. Sept.

RED CUSHION—This variety does not bloom till late, but is frost resistant; a perfect mound of red with a small center of yellow. A honey.

ROSE CUSHION—Bright rose which does not fade. Sept.

EARLY RED CUSHION—The blooms are quite large; Blooms in August on.

Then there are the identical cushions that start blooming IN JULY. These come in pink, yellow, white, bronze, and gold. One need not be without flowers for table decoration with these.

25c EACH; \$2.50 FOR ANY 12

---

### LARGE FLOWERING MUMS

We have a number of the large flowering varieties that must be disbudded, but too few of a variety to list separate. These are good, tried and true varieties. Colors: Red, white, pink, and yellow.

ONE OF EACH, LABELED, THE FOUR FOR \$1.25

---

## Anemones

### ANEMONES ARE FROST RESISTANT

ROSE MADDER—Large, vivid purple throughout with ray florets tipped with gold; stunning. Nov. 5.

PINK PEARL—Light mauve pink throughout guard petals and cushion; much admired. Nov. 5.

MARIE LOUISE—Large; white throughout guard petals and cushion. Nov. 5.

TITIAN—Dazzling burnt-orange, with a high cushion of gol. Nov. 5.

25c EACH; 2.50 A DOZEN

---

### GUARANTY

We guarantee our plants to reach you in a good, live growing condition, labeled true to name; disease and insect free. If after receiving your plants you find them unsatisfactory just send them right back. There will be no quibbling over refills or refunds. And it is mutually agreed that in any event we will not be liable for more than the purchase price of the plants.

## Perennials

### PHYSOSTEGIA, OR FALSE DRAGONHEAD

Handsome plants for the sunny border or wild garden; of easy culture. The flowers are borne in terminal spikes or branching racemes from July till August.

**SUMMER GLOW**—Towering stems, often exceeding four feet; colorful spikes 18 inches in length, of rosy lavender. A splendid background and cut flower variety.

40c each; three for \$1.00

### HARDY ASTERS

**HARRINGTON'S PINK**—The first truly pink Aster. The blooms are a deep rosy pink; a perfectly lovely plant in the autumn garden, where it grows to four feet or more with bold heads of blooms creating a striking picture.

**ROYAL BLUE**—Rich deep blue; blooms in early Oct.

**MONARDIA**—Lavender purple heads or whorles on stems two to three feet high. June till August.

40c each; three for \$1.00

### THORNLESS YOUNGBERRY PLANTS

Cross between Loganberry and Dewberry. Vines are very thrifty and productive. A dozen plants will supply all the berries the average family will require—about 12 or 15 gallons of berries. Strong two-year plants—12 for \$2.50 postpaid. Sent in February or March. Order early.

### BIGNONIA—OR TRUMPET VINE.

A handsome, vigorous growing evergreen; grows native here, producing in early summer till September, a great profusion of large trumpet-shaped flowers about three inches long; yellow red on outside with yellow throat. Will climb trees without harming them; will grow in partial shade or sun and thrive in hot dry weather. The A No. 1 vine. Strong two and three year plants which will bloom the second season and some the first season.

\$1.50 Each; three for \$4.00

### HALL'S JAPANESE HONEYSUCKLE

The only unfortunate thing about this lovely vine is its name. A very vigorous evergreen climber. White flowers changing to yellow are borne in great profusion in early spring and sparingly through the summer. Very fragrant. A few blooms in your bouquet will carry a delightful odor throughout your home. Good for trellis or ground cover. Good two year strong field grown plants.

50c each; four for \$1.50

-----  
We frequently find in late spring that some varieties of Chrysanthemums are sold out. Usually we can find a variety that is similar, so rather than ship only a part of your order we will substitute a variety that is equal or better, unless instructed not to do so.  
-----

Chrysanthemums that bloom here in early November will bloom two weeks earlier up north. I mention this as a guide to the blooming date, so you will experience no difficulty in selecting the plants most suited for your locality.



# How to Grow Chrysanthemums

To have the best success in growing lovely Chrysanthemums, one must go by a few simple rules. First, have your ground prepared well in advance so it will have time to settle and absorb a lot of moisture. Chrysanthemums do well in any good garden soil, well enriched with well rotted barnyard manure or a good commercial fertilizer will do. It is essential that the material be thoroughly integrated with the soil to a depth of eighteen inches.

To grow large flowered Mums, keep all side shoots rubbed off and when the buds form pinch out all the buds except the large terminal or crown bud. Pompons are lovely when disbudded as the blooms are perfect round balls. Never disbud Cushions, Koreans, Buttons, Spoons, balls. The size of bloom depends upon the number of stems allowed to a plant.

Planting should be done with care, when the soil is moist but not wet. The distance between plants should not be less than 15 inches and for large varieties 18 to 20 inches is better. Branching or bushy growth is promoted by systematic pinching or "stopping of tips."

Making bushy plants—In pinching Chrysanthemum, only the very tips of the growing shoots are removed. The pinching is done when the plants have made three, or at most four leaves. In rooted cuttings this may be obtained while the plants are still in the flats. With divisions it is done either a week before or a week after transplanting. Whatever the circumstances, pinching must be done early to induce low branching and thus produce symmetrical plants. If the first pinching is delayed until growth progresses, leggy plants will result that will be in danger of tipping over in storms.

The removal of the growing tips will stimulate the buds in the axils of the leaves and new shoots (laterals) will appear. The laterals are likewise pinched when they have produced three or four leaves. Subsequent pinching will depend upon the rate of growth and the variety. Examine the plants every ten days or so and pinch when necessary. All pinching should cease about mid-July.

---

## OUR PLANTS ARE STRONG, VIGOROUS FIELD GROWN PLANTS, HORMONE TREATED

and you should experience no trouble at all in getting them started. Plant them about four inches deep, water well, and press soil firmly around the roots; then pull loose soil around plants to hold moisture. They will wilt a little, but will snap right out of it and grow very rapidly into large strong specimens.

I also want to mention the fact that the most beautiful of Chrysanthemums are late flowering varieties. Regardless of what is written of the new very early blooming varieties. Chrysanthemums are cool weather plants and for bright, clear, crisp colors it takes short days and cool night.





# FARNAM'S CHRYSA

DEAR FLOWER-LOVING FRIENDS:

With this, our new 1945 List, I wish you one and all a very Happy New Year. And with the end of the war in sight, let us all pray for a speedy ending, so that our friends and loved ones may soon return home. And for those who will never return, let us pray that they have not died in vain, but gave their lives for a better world for all to live in, and for a just and lasting peace.

But until that happy day we must all go on living, and living as normally as possible. And what could bring more peace than a few flowers? To get out and dig in the soil, plant, work, and watch growing things grow, and then the rich reward of beauty for our work and care. What could bring our tired hearts and minds more peace and pleasure.

Sincerely yours,

M. FARNAM.

## Chrysanthemums

### I Consider Outstanding

35c EACH; THREE FOR \$1.00

MRS. PIERRE S. DUPONT—The quality of irridescence is so pronounced in this fine new Chrysanthemum that accurate description is difficult. The dominant shade is a soft peach tint blended with mauve undertones. It is entirely distinct and altogether lovely. The large, perfectly formed flowers are carried on tall branching stems, making a strong, sturdy 2½ foot plant. In full flower in early October.

N. YELLOW—This is another hard-to-describe Mum. The dominant shade is yellow, overcast with orange. With the best of qualities; perfectly hardy; with long-lasting blooms. When disbudded will grow any number of six-inch blooms. If larger blooms are desired leave about four or six buds to a plant. If only one bud is allowed to form on a plant a 12-inch bloom may be expected. I have loads of fun and pleasure with this Mum. October 25.

PALE MOON—Delightful, fluffy sulphur-yellow flowers cover the plant; blooms are 2½ inches across, of excellent keeping quality. Oct. 5.

SEPTEMBER GOLD—A delightful orange-yellow button; cushion growth; flowers are of long lasting quality. Early September.

COCHECO—Prize winner; cushion type; flowers are a lovely shade of bright lavender purple; a new color for cushions. 35c EACH; THREE FOR \$1.00.



# ANTHEMUM FARM

## New Introductions Released in 1943 and 1944

40c EACH; \$4.00 A DOZEN

PIPESTONE—Sparkling bronze cushion type. Aug.  
HARMONY—A lovely combination of yellow rose  
and bronze. Aug. 25.

MOONGLOW—Very early; bright yellow cushion  
type. Aug. 15

GLACIER—Glistening white. Aug. 15.

WATER LILY—Dwarf; duplex; "Shasta-Daisy like"  
Pure white. Aug. 15.

DULUTH—The very first yellow variety to bloom.  
Aug. 12.

CHIPPEWA—Large mellow purple. Sept. 18.

BOREAS—Very early white; from University of  
Minnesota. Aug. 20

WELCOME—Very early blooming; bright purple.  
Aug. 15.

TUSSORE—Fine lavender purple. Sept. 30.

HARBINGER—Excellent bronze with coloring of  
fall maples. Sept. 8.

FLAVITA—Very dwarf; yellow. Oct. 1.

GOLDRIDGE—Straw yellow with broad petals.  
Sept. 8.

POLAR ICE—Purest white with flowers up to three  
inches. Sept. 18

M. J. CASTELLO—Golden bronze. Aug. to Oct.

RED BANK—Bright red, turning to bronze as the  
flowers age. Sept. 15.

WM. LONGLAND—Beautiful combination of red  
and yellow. Sept. 11.

BARBARA SMALL—Large pinkish lavender; very  
good. Aug. 15

CALENDULA—Free flowering; chrome yellow.  
Sept. 15.

PREMULA—Single; yellow; very graceful. Oct. 10.

PURPLE STAR—Distinct star shaped; purple.  
Aug. 10.

LAVENDER LASSIE—A grand new lavender Pom  
of cushion like growth. Sept. 15.

RED GOLD—A lively combination of red and gold.  
August 10.

RED HAWK—A glaring reddish bronze. Aug. 15.

RUBY POM—An exciting ruby-crimson Pom.  
Oct. 15.

# New Blaine, Arkansas

## Our Own Introduction for 1945

### FARNAM'S CARNATION MUM

We have tried out this lovely Chrysanthemum, one of our own seedlings, for three seasons, here in our own garden and find it very hardy and dependable. Color is of a true shade of pink. Each petal has two notches, which gives it the appearance of a carnation, hence its name. Full double flowers on good stems. Large and of long lasting quality. Free blooming. October on.

35c EACH; THREE FOR \$1.00

## All Saint's Day Chrysanthemum Collection

\$7.50 VALUE FOR \$6.50

For those who have a definite need for plenty of blooms at this time, this collection will fill that need. Assembled here is without a doubt the handsomest collection of Garden Mums we have ever offered, not only do they have sparkling clear crisp colors, but they are "weather resistant" as well. Conditions which would ruin other Mums cause them little harm. They flower from early September on and on until finally destroyed by real winter weather. The profusion of blooms will surprise you; hundreds of lovely flowers for cutting with plenty more left over for color in the garden. The collection includes:

Algonquin,	Ruth Cummings,	Lustre.
Caliph	Venus,	Sunglow,
Louise Schilling.	Bonfire,	Pink Spoon,
White Enchantress,	Man O' War,	Embers,
Crimson Splendor,	Oconto,	Lorelei,
Granny Scoville,	Yellow Spoon,	Vivid,
Mrs. Pierre S. DuPont.		Mrs. O Jones,
Farnam's Carnation Mum.		N. Yellow,

Also 10 assorted Cushions to form a border for this grand and glorious Chrysanthemum collection.

### FOR MOTHER'S DAY

Chrysanthemums are an ideal gift for mother on Mother's Day. You may enclose your card or letter in an envelope along with your order and we in turn will send it along with the plants.





The selection of Hardy Chrysanthemums offered below consists of the very finest early flowering and late flowering varieties. The color range is complete and represents the most desirable shades and tints. Any one of the kinds listed may be grown by you with the positive assurance of providing you with the loveliest blooms for garden decoration as well as for bouquets.

25c EACH; \$2.50 FOR ANY 12.

CHESTNUT BURR—Brilliant orange-chestnut, overlaid with mahogany; tall. Oct. 25.

LORELEI—A very productive yellow, changing to a soft cream as the flower advances; one of the best outdoor Mums. Oct. 25.

ALGONQUIN—The best early yellow. Aug. 15.

RUTH CUMMINGS—A very fine outdoor Chrysanthemum of rich bronzy-terracotta in color. Oct. 15.

SONIA—A beautiful shade of pink; broad petals; rigid habit of growth. Sept. 15.

LOUISE SCHILLINGS—Extremely hardy and regular in its habit of growth. Color, deep salmon and changing to soft bronzy-salmon. Oct. 15.

MRS. GOOCH—A large flowering variety of soft pink. Oct. 25.

BONFIRE—A rare combination of bright red with gold shadings. Oct. 25.

EMBERS—One of the new double Korean Hybrid introductions of a few years ago and still among the best; large double blooms of the brightest orange; extremely hardy. Oct. 15.

CALIPH—A rich deep oxblood red; very productive and hardy. Oct. 15.

JEAN TREADWAY—Sparkling pink with a deep rose center which develops as the bloom advances to a soft lilac. Oct. 15.

GOBLIN—A beautiful vivid shade of sparkling autumn colors; blooms for Hallowe'en; frost resistant. Oct. 25.

GRANNY SCOVILLE—Warm coral bronze or buff; large blooms of the shaggy type. Oct. 15.

MULDOOM—Purplish amaranth; strong upright growth; four-inch blooms. November 5.

GOLDEN GLOW—A very lovely outdoor Chrysanthemum; a strong, free blooming variety; golden yellow. Oct. 15.

POHATCONG—An early blooming variety of soft lavender pink.

# N AND HARDY GARDEN VAR

- THE MOOR—Purple wine; a free blooming variety; graceful sprays. Oct. 25.
- LAVENDER AND SILVER—A splendid tall growing Chrysanthemum of bright lavender; extremely large blooms on good stems. Oct. 25.
- TALL WHITE—A tall Chrysanthemum; immense blooms of pure white. Oct. 25.
- GARNET BEAUTY—Graceful sprays of a brilliant sparkling red. November 5.
- CHERRY RED—Rich red variety; frost resistant. Nov. 15
- RAGGED ROBIN—Thread-like variety; sparkling golden bronze; frost resistant. Nov. 15.
- PEGGY ANN HOOVER—Another thread-like variety; dark lavender; large blooms; hardy and frost resistant. Nov. 15.
- VIVID—Sparkling vivid purple; tall; large blooms. October 15.
- RED PRIMROSE—An exciting ruby-crimson Pom. Oct. 25.
- ROSE AND CREAM—A beautiful combination of pink and cream; large. Oct. 25.
- MRS. H. E. KIDDER—Four-inch blooms of brilliant golden yellow. Nov. 5.
- HALLOWE'EN—Large blooms of a sparkling red. Oct. 25
- INDIAN—Four-inch blooms of red and gold. Oct. 25.
- TALLAHASSEE—A large vigorous and free blooming sort; large blooms of vivid purple. Oct. 25.
- MAYBELLE—Large reddish bronze; curled and fluffy. Oct. 15.
- MRS. R. C. HASTINGS—Dazzling strawberry red; large blooms. Oct. 5.
- OHIO MOON—Pure white; petals overlapping; gold center. Oct. 5.
- YODATH'S ROSE—Bright rose pink; flowers good sized and freely produced. Oct. 15.
- PINK CACTUS—Clear pink; petals twist and curl; 3-inch blooms on good stems. Oct. 15.
- YELLOW CACTUS—Identical with the above variety, excepting color. Oct. 15.
- PEACH BLOSSOM—Exquisite pink and rose; large blooms. Oct. 15.
- CRIMSON SPLENDOR—Bright red, fading to bronze with age. Oct. 25.
- AMBER GLOW—Pastel peach, overcast with pink and amber; large flowering. Oct. 10.
- POCAHONTAS—Strawberry red; large blooms. Oct. 15.
- 

## Terms

No orders for less than \$1.00 accepted. Postage paid on all orders for \$2.50 or more. Orders under \$2.50 kindly add 25c extra. Cash or check must accompany all orders. No C.O.D., please. This is to avoid mistakes in our shipping department. For personal checks kindly add handling charges.

# VARIETIES

- YOUDATH'S WHITE—Free flowering; clear white; very good. Sept. 15.
- RED RIDING HOOD—A beautiful free bloomer of the brightest red; large flowers. Oct. 10.
- THORP—A vivid rosy red; large flowers; very good. Oct. 5.
- ROSE QUILLED—Unique petals are quilled outer part pink, inner part rose; four-inch blooms. Oct. 15.
- GERONIMO—Extremely early; large fluffy yellow. Aug. 15.
- BURGUNDY—Large sweet-scented Amaranth with cerise shadings. Oct. 25.
- NEW PHILADELPHIA—Wine red, tall; large flowering sort; prolific. Oct. 15.
- VICTORY—A grand, very large white. Oct. 5.
- SILVER TIPS—Soft lavender, tips silver. Oct. 5.
- GARDEN QUEEN—Soft creamy yellow with crimson bronze and buff tints. Sept.
- EGGSHELL—Eggshell white; tall. Oct. 5.
- YOUDATHS PRIDE—Perfectly formed flowers of a distinct orange-bronze; button. Sept. 20.
- CAPT. JOHN SMITH—An excellent rosy pink. Oct. 5.
- FONDEST—A charming fawn colored Chrysanthemum; Oct. 15.
- MAROONZETTE—An exciting ruby crimson; more flowers on a single stem than some varieties produce on a whole plant. Oct. 10.
- JANE WHITSLEY—Bright red; one of the brightest in our garden. Oct. 26.
- EDITH NEWBERRY—Russet red; vigorous and free blooming; flowers are large. Nov. 5.
- VENUS—A lovely bright pink; vigorous, hardy and free blooming; large blooms. Oct. 25.
- PINK LUSTER—Deeper pink than Venus, same in every other respect. Oct. 25.
- NIOBE—Glistening white; free flowering and extremely hardy. Oct. 25.
- ALADDIN—Very early blooming; color of autumn leaves. Oct. 15.
- RED FLARE—Another good red. Oct. 25.
- WHITE TASAVIA—Low compact growth with hundreds of large fuzzy white blooms. Oct. 25.
- YELLOW TASAVIA—The same as above, except the color. Oct. 25.





## Pompons

Pompons, when disbudded grow three and four-inch balls; are ideal for cut flower work as all have long stems. Lovely when grown in sprays.

Buttons are the daintiest of all Chrysanthemums; of medium height, each bloom is a perfect ball. Grand for miniature bouquets, and they just do something for a bouquet of the larger flowering Chrysanthemums. So be sure to grow a few.

25c EACH, \$2.50 FOR ANY 12

DAINTY MAID—Tiny mauve pink button resembles an earring made of seed pearls; grows in sprays on good stems. Oct. 25.

GOLDMINE—A free flowering variety; late but frost resistant. Gold button.

IRENE—The finest of all white baby Poms or buttons. Oct. 10.

WHITE GULL—Tiny white button; dwarf growth. Sept. 5

YELLOW SARDI—Free flowering, clear yellow button; tall growth; good stems. Oct. 15.

GOLDEN QUEEN—Best of all large Poms; a clear golden yellow; fine for cut flower work. Oct. 25.

HARVEST HOME—A large flowering Pom of red and gold. Oct. 25.

UVOLDA—The best white Pom; large when disbudded. Oct. 15.

JEWELL—Truly a perfect jewell; light lavender; strong upright growth; good stems; best disbudded. Oct. 25.

SUE BAILY—Perfect little balls of gold; a little larger than lemon button. Oct. 25.

---

## Singles or Daisy-Like

15c EACH; \$1.50 A DOZEN

JANE KELSEY—Bright lavender; extremely large flowers borne on long stiff stems. Oct. 25.

LIZZIE ADCOCK—Clear yellow; very vigorous and free blooming. October 25.

LU BUNDE—Dark lavender; large blooms; good stems. October 26.

LAOMI—Large pink; dark green foliage; very hardy. October 25.

MAN O' WAR—A very early flowering variety; flowers are borne on long graceful stems; color a garnet-red, yellow disc; free flowering. Oct. 15.

MRS. G. E. TREDWELL—Ruffled cream white; very good. October 25.

ORANGE WONDER—Bright orange; same as Man o' War excepting color. Oct. 15.

---

Our plants are dug, packed and shipped the same day, so you may be assured of receiving fresh plants. Shipping starts the first week in April on through June, weather permitting. Ten per cent discount on early orders. Good until March 1st.



## and Buttons

- OCONTO—Pure white Pom; good companion to Jewell and Golden Queen. Oct. 25.
- LEMON BUTTON—Tiny, perfect balls of lemon yellow. Oct. 25.
- CHINESE ROSE—Lavender, with tints of pink and cream. Oct. 15.
- CRYSTAL JEWELL—White button; tall growth. Oct. 25.
- PURPLE DOTTY—Dark lavender Pom with dark center. Oct. 25.
- DARK LAVENDER POM—Different shade of purple from all other chrysanthemums. Oct. 25.
- EARLY SUN—Sparkling yellow and bronze button. Oct. 25.
- ROSE DOTTY—Bright rose Pom with a deeper rose center. Oct. 25.
- TINTS OF GOLD—Clear yellow Pom with tints of gold. Oct. 25.
- YELLOW GEM—Pale lemon yellow Pom of medium size. Oct. 20.
- MRS. H. HARRISON—Soft pink baby Pom; medium height. Oct. 15.
- JEWELRY—Deep pink; tall growth; button. Oct. 15.
- NUGGETS—Tiny nuggets of gold; button. Oct. 20.
- MRS. SAM P. ROTAN—A good sized Pom of clear yellow. Oct. 15.
- TAFT—Yellow button; low growth; very prolific. Oct. 15.
- NELLIE KLERIS—Large lavender pink Pom; very good. Oct. 25.
- BESSIE CLARK—Another good large Pom of light pink. Oct. 25.
- 

## Spoon Chrysanthemums

25c EACH; \$2.50 A DOZEN

Also among essential early blooming varieties are the so-called Spoons, which might more fairly be described as fringed types; their recurved petals flattened at the tips of the Gerbea-like blossoms. This is both an unusual and enchanting characteristic; pink, orchid and yellow.

---

## My Selection

12 Gorgeous Varieties, Labeled, \$1.75

15 Gorgeous Varieties, Unlabeled, \$1.75

The above collections are made up of Chrysanthemum varieties regardless of the price listed in our price list. If you were to make this selection yourself the price would be a great deal more. And if you are a true flower lover and care nothing for names, then you will be more than surprised and pleased with the unlabeled collection when all these glorious Chrysanthemums bloom for you.

---

All orders of \$3.00 or more and three names and addresses of home owners and flower lovers, two Cushion "Mums" or "Spoon Mums" will be sent free.



